



CENTENNIAL COMMITTEE

The Centennial Committee is established to plan and recommend fun-filled and educational events in the City to celebrate the City's first 100 years. Full committee and Subcommittee meetings are held on the fourth Monday of each month at 7:00 p.m. at the Torrance Chamber of Commerce. All meetings are open to the public. Those who wish to speak on any matter on the agenda are asked to complete a "Speaker Information" card (available at the meeting) and relay it to the staff before leaving the meeting.

Staff reports are available for review in the City Clerk's Office. Direct any other questions or concerns to staff liaisons Fran Fulton or Eleanor B. Jones at 310-618-5880. Agendas are posted on the City of Torrance website www.TorranceCA.Gov.

In compliance with the Americans with Disabilities Act, if special assistance is needed to participate in this meeting, please call 310-618-2967. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting [28CFR 35.102-104 ADA Title II].

HOURS OF OPERATION

**Monday through Friday from
7:30 a.m. to 5:30 p.m.**

**Offices are closed alternate
Fridays.**

CITY OF TORRANCE CENTENNIAL COMMITTEES

FULL COMMITTEE

SUBCOMMITTEES: • Events • Finance • Fundraising
• Marketing • Media/PR/Outreach

**TORRANCE AREA CHAMBER OF COMMERCE
3400 TORRANCE BOULEVARD
TORRANCE, CALIFORNIA 90503**

**Monday, April 23, 2012
7:00 p.m.**

A G E N D A

1. CALL TO ORDER

2. ROLL CALL

3. FLAG SALUTE

4. ORAL COMMUNICATIONS #1 (Limited to a 30-minute period)

Comments on this portion of the agenda are limited to items not on the agenda and to no longer than three (3) minutes per speaker. Under the provisions of the Brown Act, the Committee is prohibited from taking action or engaging in discussion on any item not appearing on the posted agenda.

5. INTRODUCTIONS

6. CHAIR'S REMARKS

7. FULL COMMITTEE WORK

A. Discussion

1. Pelican Products picture request – Melanie Dreike
2. Merchandise Sales – Stephanie Yee and Dee Hardison
3. Brick Sale update – Fran Fulton
4. Advertising/Marketing update – Donna Duperron
5. Plaza update – Fran Fulton
6. Budget Review – Stephanie Yee
7. Fundraising update – Cindy Scotto
8. April Beautification Month update – Debbie Hays
9. Meeting dates

B. Approval

1. Minutes 12/12/11, 1/23/12, 2/27/12, 3/23/12
2. Pelican Products picture request
3. Meeting dates

8. ORALS

- A. Comments from Committee Members
- B. Announcements / Updates

9. SUB-COMMITTEE WORK

- A. Events
 - 1. Approval
 - a. Event Applications
 - b. Minutes
 - 2. Discussion
 - a. Birthday Bash
 - b. Other upcoming events
- B. Finance
 - 1. Budget review
 - 2. Merchandise
- C. Fundraising
 - 1. Discussion
 - a. Brick Sales
 - i. Update
 - ii. Ideas for last week of sales
 - b. Sponsors
 - i. Update
 - ii. Plans for next effort
 - iii. Follow-ups
 - c. Gala
 - i. Update
 - ii. Assignments
- D. Marketing
 - 1. Discussion
 - a. Website game
 - i. Legal aspects
 - ii. Securing a prize
 - iii. Publicity
 - b. Street Pole Banners
- E. Media / PR / Outreach
 - 1. Newsletter Articles for online website
 - 2. Promotion of upcoming events
 - 3. State of City Luncheon, May 24th at the Marriott
 - 4. Focus of July Torrance Magazine

10. ADJOURNMENT

- A. Next meetings:
 - Executive Committee – determine next meeting date
 - Full & Sub-Committees – determine next meeting date